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Digital Marketing Strategies : A Case of Charles & Keith

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ABSTRACT

Objective: This case study explains how Charles & Keith adopts its marketing to motivate consumer behaviours of the company in the digital era.

Method: The investigation for this case study was synthesised using the documentary method and content analysis.

Result: Charles & Keith adopted a new business model for their label after determining that the traditional model of selling shoes acquired from wholesalers needed to be more sustainable. The company began designing its shoes based on consumer feedback to distinguish itself from the intense competition. It enabled the company to increase brand recognition among its target market. As the company expanded, it started working directly with production factories as a unique brand, eliminating the intermediary. Furthermore, marketing strategies and digital marketing are crucial.

Conclusion and Recommendation: Digital marketing strategies could develop a content-rich website with SEO to communicate with Charles & Keith's customers via social media and engage them with emotional marketing and a personal touch. Digital marketing provides numerous opportunities for every business in the modern world. Many companies, including fashion labels, are emphasising digital marketing. In addition, Charles & Keith is already using digital marketing to target potential consumers. Still, if it follows the plan mentioned above, it can expand its market more effectively.

Keywords: Marketing Strategies, Purchasing, Online, Charles & Keith, Social-Media

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INTRODUCTION

Charles & Keith started its operation in 1996 as a women's footwear store in Singapore. Then the Wong brothers realised that there was a cost advantage in selling shoes as a wholesaler. However, lacking in uniqueness, the industry has limited growth. Therefore, it made them realise the potential of creating a brand that consumers could identify with. Today, Charles & Keith are well-known among fashion brands for their quick season sale and typical trendy designs; every week in their stores, they offer a turnaround of 20 to 30 new designs (Charles & Keith, 2018). Today the product range of Charles & Keith includes tech accessories, bracelets, shades, belts, and bags. Therefore, Charles & Keith has evolved from a footwear brand to a lifestyle brand. The company is operational in various global markets, such as Asia, Europe, the Middle East, and the United States of America. Charles & Keith also offers online shopping via its website CharlesKeith.com. This report suggests a digital marketing plan for Charles and Keith, and the social media channels are the focus of the researcher's proposed project.

Figure 1. Charles and Keith's Digital Marketing Channels (Author, 2023)

The consumer in today's world has moved towards advanced technologies and media, and every

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time customers make interaction with marketing messages via the internet. Therefore, it is only possible for a business to survive with Internet digital marketing. The company may target its potential customers by spending much via digital marketing mediums (Chaffey & Smith, 2013). The retailing industry is a fast-growing and changing sector as Charles & Keith has an international presence in various regions. In those regions where Charles & Keith is physically absent, they sell their products via the website. Therefore, Charles & Keith must utilise digital marketing mediums with an effective digital marketing plan to compete with its competitors. Charles & Keith can retain its share in the market and increase its revenue. Furthermore, digital marketing is a cheap source to reach the maximum potential customers and target its customers without facing any barriers (Chaffey, 2016).

Customers are usually searching for budget deals and always looking for maximum satisfaction within their budget. Therefore, marketers place budget deals in their advertisements to attract customers to buy their products. Digital marketing is helping marketers communicate with potential customers and has been more effective than other advertising mediums (Chaffey & Smith, 2013). Moreover, various international brands are focusing more on digital marketing than traditional marketing to penetrate their customers to purchase their products, making digital marketing the future of marketing.

Focusing more on digital marketing does not mean Charles & Keith should reduce their marketing budget (Chaffey, 2016). Charles & Keith is supposed to change the marketing budget mechanism, and the focus should be more on digital marketing. It is the right time for Charles & Keith to divert their marketing strategy towards digital marketing to continue to do well in the competitive business environment.

Situation Analysis

A business may perform well and earn revenue without spending on digital marketing and the latest technologies. Still, it cannot target the potential market effectively and efficiently. There is always an open space for the competitor to cut off some of the organisation's market share. Charles & Keith are doing well with their appearance on Instagram and Twitter, but there are more opportunities to grow with a new and redefined digital marketing plan. The presence of Charles & Keith on Facebook is less effective compared to their presence on Instagram and Twitter. Although Charles & Keith is doing well on various social sites, there are still some other platforms like YouTube, LinkedIn, and Email marketing where Charles & Keith is lacking (Charles & Keith, 2018). Moreover, the online presence of Charles & Keith is much more complicated; there are fewer changes in their username in all the powerful social media platforms Facebook, Instagram, and Twitter. Furthermore, the tradition of marketing via print

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media like magazines and the newspaper is not as effective today as in previous decades; even the fashion of marketing via television is not working according to expectations. These changes in marketing trends indicate that digital marketing is the future of marketing (Chaffey & Smith, 2013).

LITERATURE REVIEW

Digital Marketing Strategies

As technology advances, increasingly complex instruments are created that can be used to develop consumer-focused business operations. Many businesses are still ineffective at implementing digital marketing strategies, even though many companies are shifting from traditional to digital marketing. The significance of digital marketing in the current digital era and technological advancements that influence how businesses interact with their consumers are discussed. Utilising digital marketing techniques in marketing practices is one way to combine these technologies (Zanubiya, Meria, & Juliansah, 2023). Digital marketing is an essential aspect of the hospitality industry because it enables the company to connect with potential customers who spend most of their time online. Not all companies spend annual budgets on improving the effectiveness of digital marketing strategies, such as social media, which only makes promotions without interaction with their followers (Bhandari & Sin, 2023).

Charles and Keith's Digital Marketing Strategies

Facebook

Facebook is the biggest and most attractive social site in today's world. Billions of people use it daily. It allows brands to communicate with potential customers by posting ads on Facebook Feeds (Chaffey, 2016). Therefore, many clothing brands are using Facebook as the primary platform for social media marketing, such as H&M and Zara. H&M has around 32 million followers on Facebook and keeps posting about its new designs, products, budget sales, and fashion events (H&M, 2018). Moreover, Charles & Keith has a presence on Facebook, but it emphasises more on Instagram. While Facebook is the biggest and most attractive market for brand promotion, people from every market segment interact with the social world daily via Facebook. On the other hand, some brands are doing well on Facebook. Charles & Keith must prioritise Facebook marketing to reach customers beyond the boundaries.

Furthermore, if Charles & Keith starts daily posting videos and pictures of their attractive models wearing their beautiful apparel on Facebook Feeds, billions of potential customers will notice the brand daily, and there is vast potential many of them will communicate with Charles

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& Keith via Facebook messenger. Furthermore, Charles & Keith may also post their budget sales and fashion events on Facebook Feeds. These amendments in the digital marketing plan of Charles & Keith will result in a revenue increase for Charles & Keith.

Instagram

Instagram is the most focused social site by Charles & Keith to promote their products. It is a fast-growing social site that allows communication with potential customers. Various fashion brands use Instagram as an effective platform for the engagement of fans and customers. People following the brand may like the posts, comment on the posts, and share or mention their friends on posts (Chaffey, 2016). Therefore, Instagram is an attractive platform for fashion brands like Charles & Keith.

It has millions of followers on its verified Instagram account and 4392 posts on its profile, which is a decent number for a fashion brand. Furthermore, customers mention Charles & Keith in the hashtags of their Instagram posts as a routine practice, providing an absolute advantage to Charles & Keith in the shape of positive word of mouth (Charles & Keith, 2018). Charles & Keith can boost their market by posting high-quality videos and pictures of their valuable products.

Twitter

Charles & Keith is already on Twitter with 12.8K followers and 5,123 Twits, but it is comparably much lower (Charles & Keith, 2018). Fewer numbers followers mean less number of interactions with your Twitter post. The number of total Twits is also comparably much lower, and the biggest lacking is that their Twitter account is not verified. On the other hand, various leading apparel brands are using different verified accounts for countries with millions of followers and enough Twits. For example, H&M has separate Twitter accounts for the United Kingdom, United States, Belgium, and Canada, and their main Twitter account has 8.6 million followers (H&M, 2018). Twitter has some similar features to Facebook. Large-size videos and pictures can be showcased on Twitter, and there are also some unique features, such as Twitter Feeds flow like news clips, and provides better user engagement. Therefore, Charles & Keith should increase their number of followers initially. If they start Twitting Daily by utilising the various essential features of Twitter, there is an opportunity for Charles & Keith to increase their market.

LinkedIn, YouTube, and Pinterest

LinkedIn is a new market for digital marketing. It is required to cite companies, but marketers reach every social platform to connect with people (Royle & Laing, 2014). Facebook was

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initially platformed for social interaction, and now it is the biggest marketing platform for various brands. If Charles & Keith consider using LinkedIn as a medium to reach their potential customers, there is an opportunity for them. Furthermore, YouTube is an essential platform for engaging followers; various brands are getting good results by posting videos on YouTube. For example, The newest Fall Collection video of H&M was viewed by 91,000 people in two weeks (Royle & Laing, 2014). Charles & Keith may also focus on posting videos on YouTube to increase their market with new fans and followers. Moreover, Pinterest is also an essential platform for digital marketing. Charles & Keith may use Pinterest to market their products via posting images of their products on Pinterest. People also follow boards and save pins on Pinterest. Therefore, Charles & Keith has an opportunity with Pinterest as the other fashion brands also market their products via it.

METHODOLOGY

This extensive literature review included a narrative summary. The goal of narrative synthesis is to summarise and explicate the results of a synthesis through academic writing (Siripipatthanakul et al., 2023; Jaipong et al., 2023). The qualitative research procedure includes four steps: research design, data collection, data analysis, and report writing. Content analysis is a qualitative method that uses verbal, visual, or written data to describe specific phenomena systematically and objectively, thereby facilitating the formation of valid conclusions (Kok, 2023; Siripipatthanakul et al., 2022; Limna et al., 2022). It is also an adaptable method of data analysis applicable to systematised qualitative reviews. Systematic qualitative evaluators must modify or adapt content analysis strategies to match highly organised and contextualised material to locate knowledge and theory. Lastly, qualitative content analysis was employed in this study (Kok & Siripipatthanakul, 2023; Jaipong, Nyen Vui, & Siripipatthanakul, 2022). The keywords for the purposive sampling of secondary data to find were Marketing Strategies, Purchasing, Online, Charles & Keith, and Social-Media.

RESULTS

The researcher has identified and proposed nine critical elements of a successful digital marketing plan for Charles & Keith.

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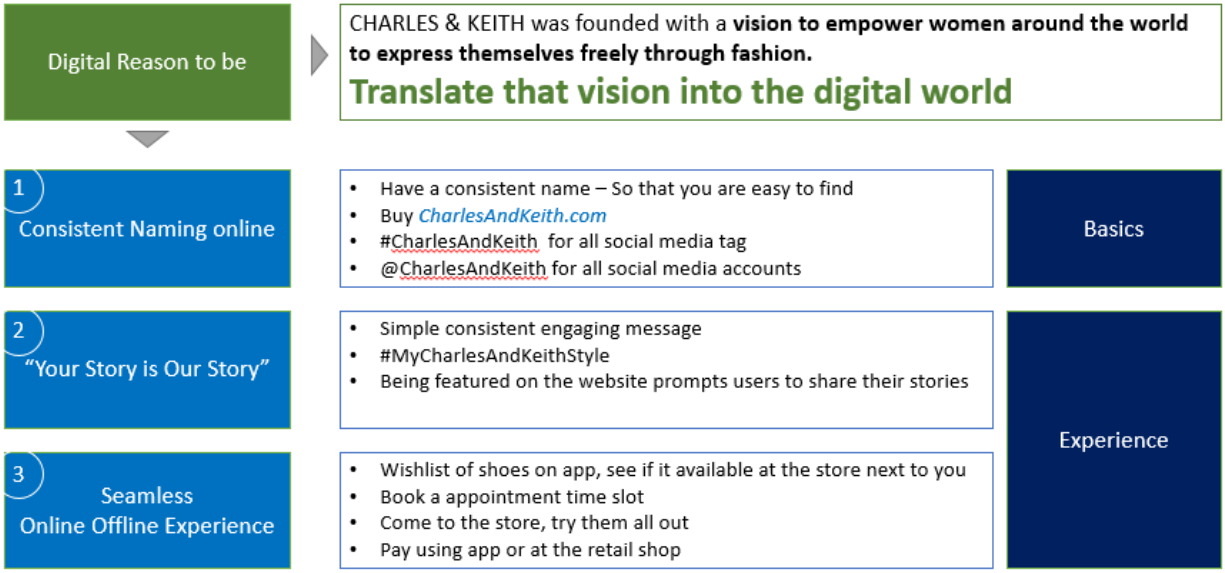
Digital Reason to be
CHARLES & KEITH was founded with a vision to empower women around the world to express themselves freely through fashion.
Translate that vision into the digital world
1
Consistent Naming online
Have a consistent name – So that you are easy to find
Buy CharlesAndKeith.com
#CharlesAndKeith for all social media tag
@CharlesAndKeith for all social media accounts
Basics
2
"Your Story is Our Story"
Simple consistent engaging message
#MyCharlesAndKeithStyle
Being featured on the website prompts users to share their stories
3
Seamless Online Offline Experience
Wishlist of shoes on app, see if it available at the store next to you
Book a appointment time slot
Come to the store, try them all out
Pay using app or at the retail shop
Experience

Figure 2. Social Media Marketing of Charles & Keith (Author, 2023).

1) Online advertising. One of the first steps should be spending more marketing budgets on online advertisements. A short list of the primary online advertisements is compiled: Google AdWords: Online advertisements created within Google's AdWords platform using Targeted keywords. Another one is PPC Ads: With pay-per-click advertisements. Others will be Display Advertisements: Image-based advertising that often appears on the side, the top or bottom section of a website.
2) Search Engine Optimisation (SEO). It increases the brand's online visibility through successful search marketing.
3) Online content, blogging, and other forms of content distribution have become mainstream. Brown, Broderick, and Lee (2007) found that blogs are the most trusted info source.
4) Web PR – Online press release distribution improves online visibility to connect with the target audience.
5) Social Media Management and Listening. Social media has become a significant source of

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6) Interaction between consumers and their favourite brands is the medium to converse with the customers.
7) Email and Online Newsletter Marketing. Apply email campaigns that can be highly effective.
8) Mobile Marketing – We can access a wider audience through mobile devices using SMS to advertise the products. With the growth of mobile web usage, locally based advertising also involves mobile devices and GPS, which can exploit the knowledge about where a mobile
device user is.
9) Web Analytics – Use Web analytics such as Google Analytics to measure digital marketing effectiveness and record online customer behaviour. By using analytics, we can gain better insights into our target audience.

DISCUSSION

The findings support Siripipatthanakul & Sixl-Daniell (2021) that brand image is crucial to the beliefs created by the marketer and developed by consumers through product and brand service encounters. The reputation or image of a firm relative to its competitors is founded on customer-valued critical dimensions. Satisfaction is the emotion of delight or disappointment a person experiences when comparing the perceived outcome of a product or service to their expectations. Consumer or brand satisfaction is both an objective and a marketing tool. The internet allows consumers to spread both positive and negative word-of-mouth rapidly.

This result supports the study of Siripipatthanakul & Vui (2021) that companies must be concerned with customer satisfaction. In addition, endeavour to deliver a high level of customer satisfaction subject to acceptable levels to other stakeholders, given the company's total resources. The repeated purchase indicates brand loyalty. A customer's recommendation can serve as a predictor of their future purchasing behaviour.

The result also supports Siripipattanakul et al. (2022) that the quality of a website is essential for the company's image and the likelihood that visitors will return to the website. The company's reputation influences electronic word-of-mouth or e-WOM, transforming it into the intent to follow its website. The implication could describe the connection between website quality, brand image, e-WOM, and the intention to follow a company's website.

According to Charles & Keith (2023), Charles & Keith has historically relied on printed flyers and television commercials as their primary advertising mediums until the digital age began to acquire rapid global momentum. Today, it uses various methods to convey its brand position and values,

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including its unique in-store environment and store locations, product displays, brand campaigns, and digital and social media marketing. The in-store environment of Charles & Keith is one of the company's primary brand communication methods. The brand is also well-known for its scent marketing; regardless of which Charles & Keith store a consumer enters, they will experience the same atmosphere. It utilises a professionally curated sound environment in stores to enhance the retail experience. New arrivals are always displayed at the front of the store, highlighting the rapid turnover of designs during the season. Shoes on sale are displayed on a separate rack, indicating their affordability to the general public. Charles & Keith's in-store experience distinguishes it from other rapid fashion competitors whose stores are jam-packed with shoes and do not emphasise customer service, contributing significantly to the effective communication of its brand philosophy.

CONCLUSION

Charles & Keith invests inaccessible and prominent store locations. Its stores are always in main, easily accessible areas within significant shopping districts. In Singapore, for instance, retail outlets can be found in the renowned ION Orchard and The Shoppes at Marina Bay Sands shopping complexes and the regional shopping malls. Advertising and events: The brand employed a very niche marketing strategy from the outset; all their fashion photo spreads and print and online advertising featured only European models wearing the brand's products. It has allowed Charles & Keith, a fashion brand selling trendy products, to effectively establish couture, high-fashion image and perception among its following. Thus, customer satisfaction is essential to avoid complaints regarding the company's responses to customer needs and expectations by adopting digital communications for its marketing strategies.

Additionally, Charles & Keith adopted a new business model for their label after concluding that selling shoes acquired from wholesalers could have been more sustainable. The company began basing its shoe designs on consumer feedback to distinguish itself from the rigorous competition. It allowed the company to increase brand awareness among its target market. As the company grew, it began working directly with production factories, eliminating the need for an intermediary. Also essential are marketing strategies and digital marketing.

Use the nine steps Digital Marketing strategies mentioned above. Develop a website rich in content while keeping SEO in mind to connect with Charles & Keith's customers via social media to engage with the customers with emotional marketing and human touch. In today's world, Digital Marketing provides various opportunities for every business. Many businesses, including fashion brands, are emphasising digital marketing. Moreover, Charles & Keith is already using digital marketing to target its potential customers, but if the company follows the above-proposed plan, it can grow its market more efficiently.

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